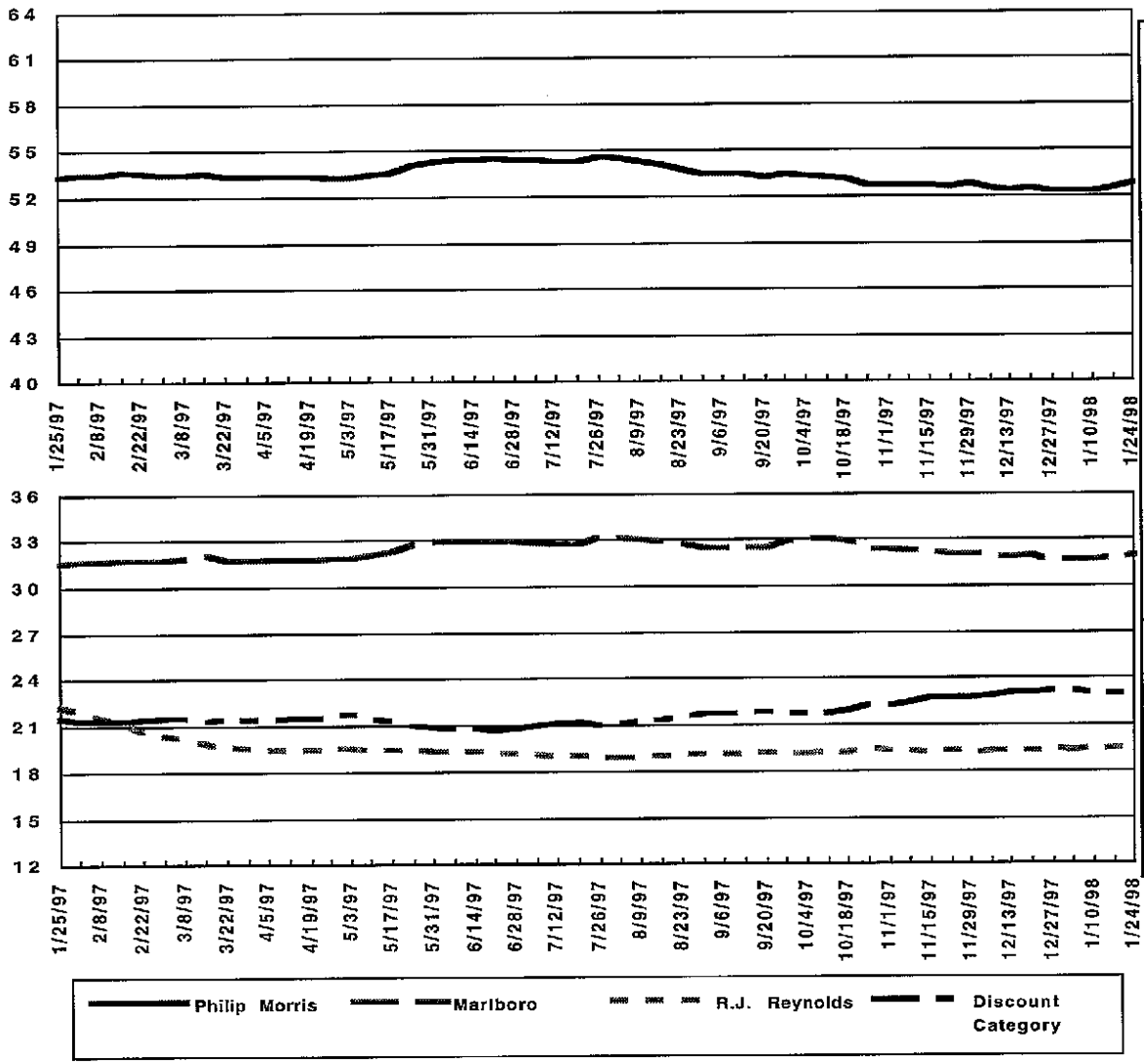
WALGREENS
THROUGH W/E 1/24/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	52.77	52.85	53.38	53.60	0.22
Marlboro	32.23	32.01	32.30	32.62	0.32
OPB	14.97	15.02	15.21	14.82	-0.39
Basic	4.86	5.06	5.05	5.54	0.49
R. J. Reynolds	19.37	19.32	19.35	19.31	-0.04
Camel	3.06	2.99	3.17	3.05	-0.11
Winston	4.89	4.74	4.70	4.93	0.23
Doral	4.43	4.50	4.12	4.39	0.27
B&W	20.69	20.62	19.98	19.86	-0.12
GPC	9.90	10.00	9.03	9.44	0.41
Lorillard	6.59	6.62	6.68	6.65	-0.02
Newport	5.15	5.22	5.07	5.29	0.22
Liggett Group	0.25	0.27	0.27	0.25	-0.02
Premium	77.35	76.95	78.20	77.37	-0.82
Private Label	-0.01	0.03	0.02	0.03	0.01
Avg Ind CPW	129.82	131.06	131.56	134.18	2.61
Avg PM CPW	68.51	69.26	70.23	71.92	1.69
Avg Marl CPW	41.84	41.95	42.49	43.77	1.28
# of Stores	1474	1474	1474	1474	0

Source: STARS Store Level Data

Leadership Accounts Package

2071842617

Source: https://www.industrydocuments.ucsf.edu/docs/plnm0004